



AOT in Action

TOURISM WORKS FOR ARIZONA!

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

A Message from the Director:

Good morning.

We're adding a new member to the Local Visitor Information Center (LVIC) family. Congratulations to the 64th LVIC located in Maricopa, Arizona! The center is located in the Maricopa Town Center and will serve as another great opportunity where travelers can stop and find information about what to see and do in Arizona.

Also, congratulations on the grand opening of [The VIEW Hotel](#), located within the Monument Valley Navajo Tribal Park. As the first hotel ever built inside the Park, each guest room provides awesome views of the majestic sandstone monuments and plenty of ways to experience the amazing Navajo landscape.

On behalf of the Arizona Office of Tourism, we look forward to working with both of these valued newcomers to the Arizona tourism industry.

Have a great week.

Margie A. Emmermann
Director
Arizona Office of Tourism

AOT News Flash

Complimentary ATU Workshop Set for December

The Arizona Office of Tourism is proud to present Arizona Tourism University's complimentary workshop, "**Leveraging and Linking Grant Funds.**"

This workshop is a guide to writing successful grant applications and effectively managing the grant process. Experts will provide insight into funding, application and review procedures, as well as general tips on preparing competitive proposals. Information will also be provided on a variety of grant funding and support sources.

To register for these complimentary workshops, please contact Meghan Dorn at mdorn@azot.gov or 602-364-3708.

The "Leveraging and Linking Grant Funds" Workshops will be held from **9 a.m. to Noon** in the following locations:

Tuesday, December 9

[Globe-Miami Regional Chamber of Commerce](#)

1360 North Broad Street
Globe, AZ 85501

Thursday, December 11

[La Posada Hotel](#)

303 E. 2nd Street (Route 66)
Winslow, AZ 86047

Neither of these dates work with your schedule? Then take advantage of our new online opportunity!

This year, AOT is proud to introduce **ATU On-Line**. We will be offering all of our workshops over the Internet in the form of a Webinar. These condensed versions will offer the same great information as the workshops.

The online class is from 1 to 4 p.m. on **Friday, December 12**. To register for the class contact Meghan Dorn at mdorn@azot.gov.

AOT Meets with Two Unique Destinations to Help Increase Visitation

AOT met with the Superintendents of the Organ Pipe Cactus National Monument in Lukeville, Arizona, and the Pinacate Biosphere Reserve in Sonoyta, Sonora to discuss their unique destinations and how to foster greater integration between the two parks. Representatives of the Rocky Point Convention and Visitor's Bureau, the Rocky Point Developers Association and the Sonora Office of Tourism participated in the visits to see new developments in both parks and to discuss how the tourism industry can play a broader role in increasing visitation to the parks and promoting them as a primary eco-tourism destination in the region. Representatives from both parks will participate in a meeting with several Rocky Point hotels to educate them about their parks. For more information, contact Laura French at 602-3720 or via e-mail at lfrench@azot.gov.

Industry News

Pearl Harbor Remembrance Day at Arizona Capital Museum

On Friday December 5 at noon, the Arizona Capitol Museum will observe the 67th anniversary of the attack on Pear Harbor and sinking of the battleship *USS Arizona*. Each year, more than a hundred veterans and civilians, young and old, gather at the Museum in the original Arizona Territorial and State capitol building to remember this event.

Attending the Pearl Harbor Remembrance Day gives visitors an opportunity to experience the Museum's most popular exhibit, *Flagship of the Fleet, the Life and Death of the USS Arizona*. The exhibit tells the story of the ship and its link to its namesake. Of special interest is the magnificent fifty-seven piece silver service that features nautical scenes and Arizona symbols and landmarks.

December 5, 2008

12:00 pm – 1:00 pm

Open to the General Pubic

Arizona Capitol Museum
1700 West Washington Street
Phoenix, AZ 85007

For information on the Pearl Harbor Remembrance Day program and the Museum, please call 602.926.3620 or visit www.lib.az.us/museum

Tourism in Your Own Backyard

Are you looking for a special holiday gift for an entire family? Do you need a gift that lasts all year long and provides an educational experience but also a day in the sun for a long hike, family picnic, or nature program? The Arizona State Parks Annual Pass is the perfect solution for your entire clan and it is only \$50!!

Go to the State Parks website for gift-giving ideas and at the same time show your support for your State Parks system by getting an Annual Pass. There are many things to choose from on the site including; Arizona State Trails guides, nature books, clothing, hats and hiking sticks.

Visit Arizona's historical and cultural parks, or enjoy many recreational places year-round. The Annual Pass is an economical way to travel and explore 27 extraordinary State Parks. The Pass offers day-use privileges, and some restrictions may apply for special events. For more information visit azstateparks.com or call 602-542-4174 or listen to an audio update at http://azstateparks.com/audio_update/mp3/Gift_Shop_Multi.mp3.

For information about Arizona State Parks call 602-542-4174 (outside of the Phoenix metro area call toll-free 800-285-3703 or visit the Web site at www.azstateparks.com.

Americans Head to Web for Deals and Bookings

According the second annual Travel Trust Index Report released by www.booo.com, online travel review and booking sites continue to gain the public's trust. Online travel resources are strongly preferred over more traditional options such as travel agencies, travel brochures and the news media.

The Travel Trust Index Report examines Americans' travel booking behaviors and preferences, with a focus on their trust level for the many options available to them. Among the key findings:

- 78 percent use the web to make travel decisions
- 68 percent trust the web for travel related advice
- Only 5 percent say travel agencies are their most trusted source for travel related information

The research also takes a look at what factors consumers consider when determining the accuracy of a review. The top four review characteristics that consumers consider:

- Amount of detail in the review
- Number of reviews previously submitted by reviewer
- Age of the reviewer
- Nationality of reviewer

For more information, visit www.booo.com.

International Travel Tips for this Holiday Season

Customs and Border Protection (CBP) is providing key travel tips to help international travelers prepare for this business holiday travel season. CBP processes more than one million passengers and pedestrians on a daily basis at the nation's 327 air, land and sea ports of entry.

"The holiday season is a busy time for international travel. We want to help ensure your entry into the United States is a positive experience," said CBP Commissioner W. Ralph Basham. "We take our role in facilitating legitimate trade and travel very seriously and want to make sure travelers have all the resources and information necessary to make their traveling experience a positive one."

Travel tips include:

- Have all the required travel documents for the countries you are visiting, as well as identification for re-entry to the United States. A passport is required for returning U.S. citizens when flying internationally.
- Know the rules and regulations concerning food and agricultural items before you travel, as some are prohibited or must meet certain requirements, such as a license or permit. In addition, all live birds and bird products, whether for personal or commercial use, may be restricted and/or quarantined.
- Make sure you follow the directions on the CBP Customs Declaration form and fill out both sides
- When you arrive at a port of entry in the United States you will be inspected by a U.S. Customs and Border Protection officer. Be prepared to tell the officer the purpose of your trip and those items that you purchased or obtained abroad
- If you are headed overseas, learn about the country or countries you are visiting and any local conditions that might affect your trip by consulting the U.S Department of State website. ([U.S Department of State](http://www.state.gov)) You can also use the site to register your trip and have travel information sent directly to your email address

- U.S. travelers crossing at land ports of entry are urged to apply now for their passport card, SENTRI, NEXUS or FAST card or enhanced driver's license from participating states, all of which incorporate a new vicinity RFID chip. For more information, visit www.GetYouHome.gov.
- As a visitor to the U.S., when you depart be sure that the airline ticket agent collects your I-94 form and (where available) 'check out' at an automated exit kiosk.
- See our "Top 10 Travel Tips", Airport wait times and Frequently Asked Questions concerning international travel at CBP's Web site. ([Know Before You Go](#))

Travel tips offered by Customs and Border Protection for your visit or return to the United States that can also be found on CBP's web site: (www.cbp.gov)

CBP recommends the Global Entry program for frequent international travelers. Global Entry is a new program to allow approved U.S. citizens and lawful permanent residents returning to the U.S. to use the Global Entry kiosk as an alternative to the regular passport control line. At the kiosk, Global Entry members will activate the system by inserting their U.S. passport or lawful permanent resident card into a document reader. The kiosk will direct travelers to provide digital fingerprints and will compare that biometric data with the fingerprints on file.

Since Jan. 31, 2008, CBP no longer accepts an oral declaration of citizenship. All individuals entering the country at **land and sea ports of entry**, from within the Western Hemisphere, must have documentary proof of identity and citizenship. Documents that can be used to gain entry into the U.S. include official passports, passport cards, and copies of birth certificates along with government-issued photo identification, enhanced driver's licenses, SENTRI, NEXUS and FAST cards. For more information, visit www.GetYouHome.gov.

For more information on the latest travel tips and regulations, please visit the travel section of the CBP's Web site and the State Department's. ([U.S Department of State](http://U.S.DepartmentofState)) Information about the US-VISIT program can be found at Department of Homeland Security website. (DHS)

Green Globe and Sustainable Travel International Partner to Deliver Co-Branded Sustainability and Carbon Neutrality Products

Green Globe International, Inc., the worldwide owner of the Green Globe brand, announced an agreement with Sustainable Travel International (STI), under which Green Globe International and STI will partner to deliver co-branded products and services to the global travel and tourism industry.

Green Globe's standards for sustainable tourism practice are currently used across nearly 50 countries by both tourism businesses and communities.

Sustainable Travel International, a global leader in sustainable tourism development, is the developer and owner of the intellectual property rights for a variety of market-tested sustainable tourism development services including Sustainable Tourism Eco-certification Program™ ("STEP"), a voluntary, third party certification initiative, Green.travel, an on-line responsible travel portal, Traveler's Giving Back™, a philanthropic initiative, and TravelGreen, a voluntary carbon offset initiative.

Green Globe International offers comprehensive sustainability and carbon neutrality programs

under its internationally recognized Green Globe brand, including Benchmarking and Certification, consulting, communications, and carbon neutrality programs. Under the license agreement with Sustainable Travel International, Green Globe International will license certain STI properties for use as part of Green Globe programs. STI may also partner with Green Globe International to license the Green Globe brand for its program participants.

Included in the products expected to be delivered as a result of the agreement is a Green Globe branded carbon offset tool for travelers.

Sustainable Travel International is dedicated to promoting sustainable development and responsible travel by providing programs that enable consumers, businesses and travel-related organizations to contribute to the environmental, socio-cultural and economic values of the places they visit, and the planet at large. For more information on STI, please visit www.sustainabletravelinternational.org.

The Green Globe brand and program, which traces its roots back to the United Nations Rio de Janeiro Earth Summit in 1992, where 182 Heads of State endorsed the Agenda 21 principles of Sustainable Development, has primarily been used in the travel and tourism industry but is now being expanded to include a growing number of environmentally responsible businesses in a variety of market sectors. The Green Globe brand is an ideal symbol for the world's increasing awareness of environmental responsibility and response to global climate change.

Green Globe International, an affiliate member of the United Nations World Tourism Organization (UNWTO), has endorsed the efforts of the United Nations Foundation, Rainforest Alliance, the United Nations Environment Programme (UNEP) and the UNWTO in launching the Global Sustainable Tourism Criteria (GSTC).

To receive updates or information on Green Globe International and the Green Globe program, please visit www.greenglobeint.com.